

ABSTRACT

A Voter Strategically Targeted Analyzer and Reporting System provides political candidates with a means for continuously paring down the eligible voter list, as well as a method for reporting. A targeted voter list is filtered per campaign parameters to create a latest updated targeted voter list. The updated targeted voter list is then filtered with early voting data to create a latest targeted voter data file that is a subset of the targeted voter data file. A portion of the list may downloaded to field aides for data collection. Downloading to the filed aide may include the use of a processing device. In a second embodiment, the display of data from the targeted voter data file is attached to GIS coordinates to create a graphical representation of the data collected. Groups of data may then be generated based on geographic location to provide a visual representation of campaign progress.